

**To:** Marketing, Planning & Legislative Committee

**Date:** 3/21/2019

**From:** Melody Reeb, Manager of Planning

**Reviewed by:** *Ref*

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**SUBJECT: Monument Corridor Free Rides Outreach Plan**

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**Background:**

At the February 2019 Board meeting, the Board approved a one-year pilot to subsidize fares on weekday routes serving the Monument Corridor in Concord, including Routes 11, 14, and 16. Staff believes that there is a significant amount of latent demand within the surrounding communities and that this pilot will help stimulate ridership along the corridor.

**Outreach Plan:**

In order to make the most impact, staff is planning to conduct extensive outreach, particularly to those in the surrounding communities that do not currently use transit. Initial outreach efforts leading up to the start of the pilot will focus more on notifying current riders of the change, with outreach to non-riders continuing through the duration of the one-year pilot.

Staff plans to partner with community-based organizations, such as Monument Impact, and schools to reach residents within the community. Staff also plans to reach out to employers, health facilities, such as the Contra Costa Regional Medical Center and La Clinica, and other community resource centers along the three routes to help promote the free transit services to their employees and clients.

**Recommendation:**

For information only.

**Financial Implications:**

All costs associated with marketing and outreach of the pilot program are included in the FY 2019 and FY 2020 promotions budgets.